

Message Text

UNCLASSIFIED

PAGE 01 TEHRAN 02847 031204Z

ACTION NEA-10

INFO OCT-01 ISO-00 EB-08 /019 W

-----031207Z 043850 /22

R 031115Z APR 77

FM AMEMBASSY TEHRAN

TO USDOC WASHDC

INFO SECSTATE WASHDC 1871

UNCLAS TEHRAN 2847

USDOC FOR CAGNE/MANZOLILLO

EO 11652: N/A

TAGS: BEXP, IR

SUBJ: FIFTH TEHRAN INTERNATIONAL TRADE FAIR

REF: USDOC 5201

1. FLOOR PLAN HAS TWENTY-FOUR BOOTHS, 4M DEEP X 5 METERS; FIVE BOOTHS 5MX6M; TWO BOOTHS 3MX7M; ONE BOOTH 4MX6M. POST CHARGING \$3,500 INCLUSIVE FOR ALL BOOTHS REGARDLESS OF SIZE SINCE 5X6 BOOTHS ARE ODD SIZED, OVERLY DEEP AND CONDUCIVE ONLY TO DISPLAYS FEATURING VERY LARGE MACHINERY.

2. THUS FAR, ONE BOOTH 4X5, ONE BOOTH 3X7, THREE BOOTHS 5X6 CONTRACTED.

3. SUGGESTED TEXT FOR MAILGRAM: QUOTE THE AMERICAN EMBASSY IN TEHRAN IS NOW ACCEPTING RESERVATIONS FOR THE USA PAVILION AT THE FIFTH TEHRAN INTERNATIONAL TRADE FAIR, SCHEDULED SEPTEMBER 19-OCTOBER 1, 1977. THE FAIR IS IRAN'S MOST IMPORTANT ANNUAL COMMERCIAL EVENT, AND THE USA PAVILION HAS TRADITIONALLY BEEN A MAJOR ATTRACTION.

4. QUOTE: IRAN IS A MAJOR GROWTH MARKET FOR AMERICAN GOODS AND SERVICES. U.S. EXPORTS TO IRAN EXCEEDED UNCLASSIFIED

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PAGE 02 TEHRAN 02847 031204Z

\$2.8 BILLION IN 1976, COMPARED WITH \$772 MILLION IN 1973. PARTICIPATION IN THE USA PAVILION OFFERS YOUR FIRM AN EXCELLENT OPPORTUNITY TO DISPLAY ITS PRODUCTS TO LARGE NUMBERS OF IRANIAN BUYERS, BOTH IN THE GOVERNMENT AND THE PRIVATE SECTOR. LAST YEAR, 26 AMERICAN EXHIBITORS REPORTED OVER \$1 MILLION IN FLOOR SALES AND ESTIMATED \$40 MILLION IN INCREMENTAL SALES

OVER A 12 MONTH PERIOD.

5. QUOTE: COST FOR A FULLY EQUIPPED BOOTH FIVE METERS ACROSS THE FRONT BY FOUR METERS DEEP IS \$3,500. FOR ADDITIONAL INFORMATION, PLEASE CONTACT FRANC MANZOLILLO, U.S. DEPARTMENT OF COMMERCE, WASHINGTON, D.C.; TELEPHONE 202 377-2991. I URGE YOU TO JOIN US. SINCERELY, DAVID E. WESTLEY, COMMERCIAL ATTACHE. END QUOTE.

6. PA'S RECEIVED. EMBASSY'S INFO BULLETIN DATED 24 MARCH POUCHED MARCH 27 TO RYAN/CAGNE. INFO BULLETIN SHOULD BE USEFUL RECRUITMENT TOOL AS IT COVERS MOST EXHIBITORS QUESTIONS.

7. EMBASSY APPRECIATES USDOC RECRUITMENT ASSISTANCE.
MIKLOS

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NNN

Message Attributes

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